

on this society."

□ The public medium's local programing, as contrasted to the national service, "is more myth and rhetoric than reality."

□ And while urging PBS stations to avoid entering the expensive competition for local news, he also suggested they avoid "acquiring a schedule full of second-rate movies,

shabby British comedies and off-network reruns."

□ The Corporation for Public Broadcasting, Grossman said, should get out of the program business, distributing federal funds directly to stations and eliminating its own program fund "so that CPB can be free to evaluate and criticize the system's program-

ing performance without being mired in its own conflicting role."

Grossman was introduced by CPB Chairman Sharon Rockefeller, who called him "the PBS president who put public television where it belongs: up at the head table of broadcasting," and who called him "a fascinating mixture of purpose and pizzazz." □

ABC wins February sweeps

It comes out on top in Arbitron market-by-market calculations; CBS is second, NBC is third

ABC won the prime time Arbitron February market-by-market sweeps race, but by a smaller margin than it won for the same period a year ago. The margins are still wide enough, however, that none of the networks dispute who won; the only disagreement—principally because of different computation methods—is over the margin of victory.

The results are based on Arbitron-supplied ratings from 145 markets. They also include only prime time periods when all three networks are programed against one another—all local prime time programing has been excluded. However, ABC's computations included programs that extended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. On the other hand, CBS does not include either runovers or delayed broadcasts in its computations.

According to ABC's figures—based on 209 markets—ABC recorded 16,045,000 households per average quarter hour in prime time during February, 2.8% ahead of CBS's 15,602,000 households and 22.8% ahead of NBC's 13,062,000.

And ABC fared even better, according to CBS researchers. CBS computed—based on the 209 Arbitron markets—that its average quarter-hour prime time audience was 15,453,000 households, 4% behind ABC's 16,095,000 but 21.8% ahead of NBC's 12,691,000. In February 1983, according to CBS researchers, CBS households lagged 13.7% behind ABC's households and 23.8% ahead of NBC's in the Arbitron market-by-market sweeps.

CBS researchers report that CBS audiences fell off slightly compared to February 1983 levels (71,000 fewer homes) but that ABC saw its audience levels fall by 1,885,000 households, principally because last year's audience levels were abnormally inflated due to *Winds of War*. (CBS also says that the 3% loss in total network viewership can be traced to *Winds of War*'s effect on last year's HUT [homes using television] levels.)

NBC, according to CBS researchers, was the only network to gain audience after comparing February 1984 and February 1983 sweep results—it picked up 600,000 households.

According to ABC researchers, CBS led in 70 markets, ABC affiliates took first place in 65 markets and NBC was first in 14. ABC

says it tied for first place with CBS in three markets.

CBS researchers report that network came in first in 67.8 markets, while ABC placed first in 63.3 markets and NBC was first in 13.8 markets. (CBS uses a split-point system for ties.) CBS reports it placed first in 16.8 more markets this year compared to last year, while ABC lost a first place showing in 20.7 markets.

Both ABC and CBS calculated that NBC placed third in about 90 markets—14 fewer than last year, according to CBS.

□

The chart beginning below was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS. Household numbers are in thousands (add 000) per average quarter hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday). Boldface numbers indicate market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between February 1983 and February 1984 sweeps. The 1984 sweeps period was Feb. 1-28. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, V.I. □

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	19	19	28	Casper-Riverton, Wyo. (180)	18	9	2
Albany, Ga. (150)	8	—	59	Cedar Rapids-Waterloo, Iowa (76)	69	50	50
Albany-Schenectady-Troy, N.Y. (51)	110	88	68	Charleston, S.C. (111)	39	51	35
Albuquerque, N.M. (62)	89	53	60	Charleston-Huntington, W.Va. (43)	70	100	132
Alexandria, La. (163)	—	—	38	Charlotte, N.C. (32)	127	145	50
Alexandria, Minn. (178)	—	40	—	Chattanooga (79)	59	56	57
Alpena, Mich. (208)	—	7	—	Cheyenne, Wyo. (189)	—	19	—
Amarillo, Tex. (115)	44	29	29	Chicago (3)	564	487	501
Anniston, Ala. (192)	—	16	—	Chico-Redding, Calif. (138)	33	28	—
Ardmore-Ada, Okla. (172)	11	25	—	Cincinnati (28)	143	146	102
Atlanta (16)	218	236	172	Clarksburg-Weston, W.Va. (162)	—	30	20
Augusta, Ga. (103)	44	53	27	Cleveland (11)	344	249	227
Austin, Tex. (82)	50	57	37	Colorado Springs-Pueblo (105)	54	41	32
Bakersfield, Calif. (147)	31	23	22	Columbia, S.C. (90)	37	38	73
Baltimore (21)	216	179	152	Columbia-Jefferson City, Mo. (141)	28	36	20
Bangor, Me. (156)	24	27	20	Columbus, Ga. (113)	47	52	19
Baton Rouge (91)	65	71	35	Columbus, Ohio (35)	140	133	123
Beaumont-Port Arthur, Tex. (120)	41	50	37	Columbus-Tupelo, Miss. (136) *	11	30	47
Bend, Ore. (203)	—	6	—	Corpus Christi, Tex. (125)	37	29	24
Billings-Hardin, Mont. (169)	20	17	6	Dallas-Fort Worth (9)	260	262	194
Biloxi-Gulfport-Pascagoula, Miss. (179)	39	—	—	Davenport, Iowa-Rock Island-Moline, Ill. (75)	65	66	69
Binghamton, N.Y. (134)	18	52	18	Dayton, Ohio (49)	96	113	65
Birmingham, Ala. (48)	121	50	106	Denver (19)	197	148	150
Bluefield-Beckley-Oak Hill, W.Va. (131)	30	—	31	Des Moines (67)	65	75	69
Boise, Idaho (137)	33	25	27	Detroit (7)	368	351	290
Boston (6)	450	298	239	Dothan, Ala. (160)	12	48	—
Bowling Green, Ky. (187)	23	—	—	Duluth, Minn.-Superior, Wis. (114)	41	30	27
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	27	59	80	El Centro, Calif.-Yuma, Calif. (177)	5	—	8
Buffalo, N.Y. (33)	121	111	88	El Paso, Tex. (103)	38	36	39
Burlington-Plattsburgh, Vt. (93)	20	50	34	Elmira, N.Y. (165)	14	—	13
				Erie, Pa. (146)	31	26	38